

FOREIGN TOURIST ARRIVALS IN JAPAN REMAIN HIGH



The JNTO (Japan National Tourism Organization) reported that the number of foreign tourists significantly exceeded August 2019, just before the Corona pandemic, which led to an entry ban.

In August, a peak season for leisure travel, 745,800 tourists from China visited Japan, which is about double the number compared to last year. This increase is due to the flights launched between the two neighboring countries. However, **the figure is 25.5 percent below that of Chinese tourists in August 2019, when just over a million people traveled from China to Japan.**

The majority of August tourists came from South Korea, with 612,100 visitors, a 7.6 % increase compared to the previous year. Additionally, 24,100 people from Germany traveled to Japan, a significant 20.5 percent increase.

In total, 24,007,900 foreign tourists visited Japan between January and August, reflecting a 58 percent increase compared to last year. The number of travelers from Germany rose to 204,400, 40.2 percent more than the previous year.

This year, the Japanese authorities expect a record of 35 million foreign tourists. Japan aims to attract 60 million tourists annually by 2030. Still, it faces challenges such as labor shortages in the tourism industry and airlines and the negative effects of mass tourism.

In Kyoto, residents complain about overcrowded buses, and many establishments offer early morning activities to alleviate daytime crowding. Rules, such as the ban on tourists entering private alleys in the Gion district, have also been introduced.

Other areas are planning a special tax to finance measures against mass tourism. In September, the Japanese government decided to take action against mass tourism. On April 1, some areas were designated as "model areas to combat mass tourism" and are now testing measures.

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